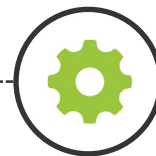




PERSONA

THE PERFECT CALL
CENTER AGENT



Persona meshes CATI technology with state-of-the-art pre-recorded questions, probes and rebuttals. The result: consistently high quality interviewing.



www.logitgroup.com

YOUR AUDIENCE

AT YOUR FINGERTIPS

A PERFECT CALL EVERY TIME

Imagine being able to clone your best interviewer. Persona allows you to do just that. It meshes CATI technology with state-of-the-art pre-recorded questions, probes and rebuttals. for consistently high quality interviewing.

We start by selecting the very best interviewer for your project and then have them record each question and answer combination as well as key human interactions and rebuttals.

The recordings can then be played during a live interview by any other agent, allowing you to turn any interviewer into your best interviewer.

SIGNIFICANT ADVANTAGES

Every agent uses the same voice and wording.

Nearly all human variables that cause conversational defects and variation are eliminated (accents, misread questions).

Every call is fully compliant, polite, and professional.

Response rates equal, if not surpass current telephone response rates, since every introduction is perfectly and professionally read, with an engaging interviewing tone.



Logit can help you on your next project.

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🌐 www.logitgroup.com

🌐 <https://www.linkedin.com/company/logitgroup>

